

# OUTLOOK

---

STYLE GUIDE 2015

The background of the page is a complex geometric composition. It features large, overlapping triangles in shades of blue, white, and grey. Interspersed within these shapes are vertical stripes: grey and white stripes in the upper left, and blue and white stripes in the lower right. The overall aesthetic is clean, modern, and minimalist.

# OUTLOOK

Updated 2015 by the  
Communication Department  
Mid-America Union Conference  
of Seventh-day Adventists  
8307 Pine Lake Rd, Lincoln, NE 68516

---

*With special thanks to the  
Southern Union Communication Department*

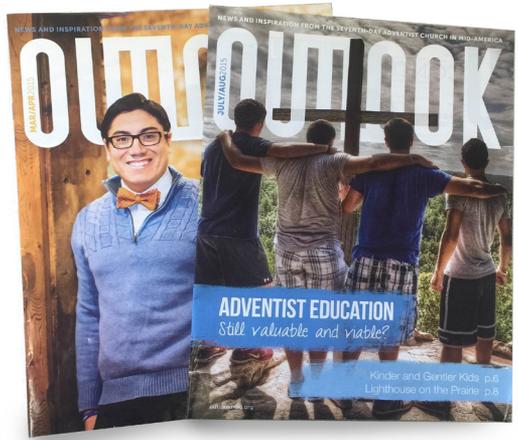
Designer: Raschelle Hines

## TABLE OF CONTENTS

<b>01 PHILOSOPHY AND FUNCTIONS</b> .....	<b>4</b>
<b>02 OBJECTIVES</b> .....	<b>6</b>
<b>03 EDITORIAL POLICIES</b> .....	<b>8</b>
Newsworthy .....	8
Journalistic Style .....	9
Timely .....	9
<b>04 FORMATING GUIDELINES (Print and Digital)</b> .....	<b>10</b>
Cover Stories .....	10
Feature Articles .....	10
News .....	11
Photos/Credits .....	11
Headlines and Titles .....	13
Announcements .....	13
Obituaries .....	13
<b>05 ADVERTISING POLICIES</b> .....	<b>14</b>
Special Requirements .....	14
Unacceptable Advertising .....	14
Procedures .....	15
<b>06 SUBSCRIPTIONS</b> .....	<b>16</b>
<b>07 MAILING LIST POLICIES</b> .....	<b>17</b>
<b>08 ADVENTIST CHURCH IDENTITY</b> .....	<b>18</b>
<b>09 CORRECT WORD USAGE</b> .....	<b>20</b>
<b>10 SOCIAL MEDIA STYLE GUIDE</b> .....	<b>23</b>
<b>11 OUTLOOK IN-HOUSE STYLE GUIDE</b> .....	<b>24</b>
<b>12 TIPS AND RESOURCES</b> .....	<b>28</b>
Social Media Tips .....	28
Communication During Events .....	30
Newsletter Story Ideas .....	31
Ryan’s 10 Commandments for Photography .....	32
Tips for Working with the Media .....	34
Video Tips .....	35
Photo and Design Resources .....	36
<b>13 SOCIAL SIZES CHEATSHEET</b> .....	<b>37</b>
<b>14 ARTICLE WORD LENGTHS</b> .....	<b>38</b>
<b>15 NOTES</b> .....	<b>39</b>

**OUTLOOK** magazine is the official publication of the Mid-America Union Conference of Seventh-day Adventists.

As such, its pages reflect the views and activities of the Adventist Church, its administration and its constituency as accurately and engagingly as possible.



**OUR CORE VALUES**

- quality (achieving excellence)
- relevance (being timely and meaningful)
- missionality (being purpose-driven in nurture and outreach)

**OUR MISSION**

To communicate news and inspiration with excellence and grace via various media throughout the Mid-America Union

**OUR HISTORY**

Central Advance  
(1902)

Central Union  
Outlook/Reaper  
(1932)

OUTLOOK  
(Present)

Central Union  
Outlook (1911)

Mid-America  
Adventist Outlook  
(1980)

**OUTLOOK performs five basic functions for the Seventh-day Adventist Church in the Mid-America Union:**

---

- 1** Informs constituents of significant news, developments and plans
- 2** Strengthens the bond between church members, conferences and institutions by acquainting them with the work that each is doing
- 3** Serves as a medium for exchanging ideas and methods, thereby inspiring more effective Christian service
- 4** Presents a positive image of the church to family members who are not Adventist
- 5** Maintains a point of contact for inactive members





FEATURE

# He Carries Me Through

Amanda Shaver recently returned from the understanding and acceptance program. She receives From James and Tim Moore.

In nearly six years of attending the Adventist Church, Amanda Shaver has never had an enjoyable experience. She doesn't have a problem with the message or the people—it has been the message in combination presented and how the people act and how.

For individuals like Amanda, making sense in a more world health experience, lives in her world through the sometimes lack of understanding and acceptance. When group jobs, she can feel presented and accepted. Sometimes these feelings manifest into subtle ways like rudeness or indifference to her church family, but in reality is a biological response to invisible disabilities.

Amanda has suffered from sensory processing disorder,

schizophrenia and post-traumatic stress disorder every day since she was a young child. Periodically, she also deals with depression and anxiety associated with these conditions, making it very hard to function in a setting that is based on a setting that is not her own.

Although Amanda joined the church at age 26, she wasn't taken seriously because she spent most of her time sitting with the children or writing in a journal.

**Caring Enough to Ask**

As a youth, day Adventist and Christian we have an unwritten rule of maintaining self-control over our emotions, attitudes and fears. When Amanda joined the church she caught onto this rule and immediately felt as if she was doing wrong.

Other angry and strong,

would talk out of church and return to her addiction setting. Many times she would become physically sick simply because there were too many men in the congregation that Sabbath.

Instead a non-member member took the initiative to ask Amanda about her struggles, her church family found that she had a severe form of men sitting day in her home of limited about.

If no one had stepped in, her church would never have realized what a victory it was that she did a real, genuine and church order to breathe her own that welcoming into church.

**The Power of Acceptance**

Looking back, Amanda says that what made the most difference for her was acceptance. The church accepted that Amanda was more comfortable with the less spiritual, and she excelled at ministering to them. They were quickly that she was known, valued and had a way with words, so they let her speak. They understood that she had a history, and supported her efforts to reach out to others with a similar history.

In March of 2013 Amanda overheard the best health, Pastor based at Peace Point Chapel in Madison, Missouri. The **Intervally Program to Self-care assessment program** where community professionals share information regarding mind-body-spirit relationships ([www.intervallyprogram.org/healthyproject](http://www.intervallyprogram.org/healthyproject)).

Amanda felt strongly about

### Education is power. Education is acceptance, because people aren't scared of it anymore.

**Mercy and Love Ministries Extended**

When Tim Moore, local church elder and Amanda's mentor, invited her to help with a Children's Recovery group in the nearby town of Colman, Amanda went. At first she didn't expect to do anything but fill a seat, yet she facilitates the local group of 12 attendees.

She is good at leading this program because she has herself dealt with addiction and independently for much of her life.

In the time of her baptism Amanda was struggling with a severe eating disorder, which is Amanda's case is very aggressive. As a pastor based in a rural area, she was able to message young children from their very young about to stand at the podium to preach, because the spirit in her hands kept her from giving her voice. People who had finally come to her with her absence personality and understood her personal struggles began to look on her with pity, talking to her about their, and making her absent from church.

It would be easy for Amanda to become angry with God, angry with her church, and quit standing

back. This was realized that Amanda was writing devotional four pages later (she has given it depth, along with her spiritual understanding in her book *Amanda's Blog* visit [www.mercyandloveministries.com](http://www.mercyandloveministries.com)).

### One Thing and One Person

Her thoughtful devotional, but work with people at a Children's Recovery for 15 minute prayer services are all things Amanda can do. Someone told her she could, God blessed her with talent, and so she does.

Amanda offers this advice to those who are like a disabled family member of a church with no program for disabled individuals: "Find the one thing that is possible to do and do it. If you have a gift and are able to do it for God, you don't need a special program. All you need is one person saying you can do it."

### TIPS FOR CONNECTING with people who have special needs

1. Remember that a medication, diagnosis or specific need is not associated with a relationship with a person.
2. Instead of comparing to needs from the kinds of functions they repeatedly miss, consider providing something new or energy, inviting them to socialize at your house.
3. Be a friend despite their absence at church. They miss their church family when they cannot attend.
4. If you want to get to know them or understand their behavior, talking and or educate yourself about disabilities.
5. When you speak please remember personal space, and also that speaking slowly and loudly only helps people who are hearing impaired.
6. Those in wheelchairs, especially children, tend to be on your level. Consider kneeling down or sitting a chair close.



Rachel M. Schwartz writes for CHCUSA on a variety of topics. You can reach her at [rschwartz@adventist.org](mailto:rschwartz@adventist.org).

**Disabilities Ministries Quick Start Guide** in English or Spanish is designed to help you begin or improve Disabilities Ministries in your local church. Order at [adventist.org](http://adventist.org) or through your church's Order Book Center.

4. Present material in an interesting, attractive and journalistically solid manner

5. Report news events from outside the union that may be of special interest

6. Occasionally publish in-depth reports

7. Develop a sense of loyalty among church members by including them in proceedings

8. Serve as a bulletin board for coming events

9. Provide a reasonable amount of space for advertising goods, services and programs of value to members

10. Help local churches meet their goals for nurture and outreach by promoting valuable resources

OUTLOOK's tagline is *Mid-America Seventh-day Adventist News and Inspiration*. Church news itself is seen as inspirational for those who desire the work of the Lord to go forward. However, as a news magazine it is imperative—if credibility is to be maintained—that the articles appearing in the OUTLOOK be newsworthy, timely and written with journalistic style.

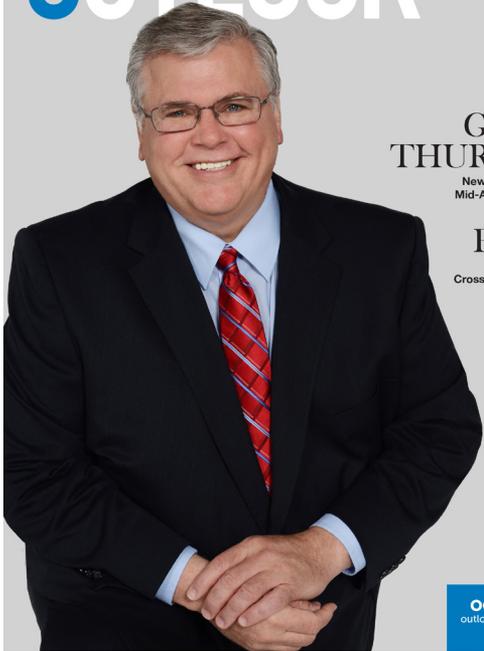
Our editorial team seeks to be equitable in representing various entities, groups and departments within the Mid-America Union so that none receives preferential or discriminatory treatment.

### **NEWSWORTHY**

The fact that XYZ Church conducted a Vacation Bible School isn't news if that church always conducts a VBS. It may be news, however, if this year's VBS was different—bigger attendance, added features, etc. The point is, with any event, to determine why the event has made news—to find the angle from which to write the story.

For example, ordinarily a single baptism is not newsworthy, even though every person who is baptized is precious in the sight of the Lord and the church.

Even to say XYZ Church baptized 15 at the conclusion of an evangelistic series is not especially newsworthy, unless we discover that XYZ Church only had a membership of five. Then we could say "XYZ Church membership quadrupled at the conclusion of meetings held by the pastor last month." And, what if the 15 who were baptized were all members of the same family? That would certainly be news, even in a large church.



## GARY THURBER

New President for  
Mid-America Union

## PLUS

How to Build  
Cross-Generational  
Community

OCT2015  
outlookmag.org

### JOURNALISTIC STYLE

As the union's vehicle for communicating with members and leaders, OUTLOOK serves as a reliable and inclusive source of news and information. Our standards for quality journalism include:

1. objective, balanced content that reflects the values of our members and organizations
2. people-oriented coverage that exudes a hometown feel
3. union wide appeal and access
4. headlines and captions that attract readers
5. photos/graphics that complement and enhance copy
6. fact-checked and verified information
7. consistent standards
8. diversified communication channels

### TIMELY

Events should be reported promptly in order to be included as news in OUTLOOK magazine. Church communication leaders should submit articles and photos to their conference communication director as soon as possible after the event. Obituaries and announcements should also be sent promptly. To accommodate the editing, layout and printing processes, the time lapse between when we receive content and when the magazine gets mailed is four to five weeks. Using terms like "last month" or "recently" help the story not feel dated.

*THESE GUIDELINES APPLY TO PRINT AND DIGITAL*

OUTLOOK's format is designed to provide maximum coverage of news and inspiration that is significant to the entire Mid-America Union membership.

**COVER STORIES**

Cover stories are commissioned by the editor. They are 800-1200 words, accompanied by a high resolution (8x10 at 300 dpi-equivalent) vertical photo of one, two or three people. Original photo files should be submitted if possible. The cover story should also include several other high res photos.

**FEATURE ARTICLES**

Local conferences and Mid-America institutions are offered one feature story per year. These should deal with local programs or personalities that would be of interest throughout the union. These features go beyond the normal *Who, What, Where, When, Why* and *How* of a news story and discuss why the participants are involved, what they have accomplished, what their goals are, and how they plan to go about meeting these goals.

An interesting feature story also includes illustrations, anecdotes and direct and indirect quotes. Feature articles should be approximately 600-1200 words, depending on whether one or two printed pages have been allocated. Feature stories may also contain sidebars with additional content, such as bulleted lists or action steps.

*Note: Don't underline online. Readers automatically think underlined words are links.*

Every print issue is available online in PDF format. Additionally, exclusive digital content is published weekly in our OUTLOOK Online edition and daily on social media.

## **NEWS**

When reporting news, it is important to determine the basic facts of a story. The answers to the questions *Who, What, Where, When, Why* and *How* will usually give the facts. These need to be included in the lead paragraph if it is a straight news story. Note: Start the news story with the most important “W.” Never start a story with a date unless the date is the most significant part of the story.

In religious news there’s often the temptation to include things that are not facts. For example: “Everyone received a blessing” is not a fact unless everyone present was interviewed and asked if s/he received a blessing. You could quote an individual who said, “I received a blessing.” That would be a fact, albeit not the most dynamic statement.

News writing style is third person, avoiding “we,” “I,” “us,” etc. (reserved for feature articles). News should include first and last names of anyone mentioned (last name only on second reference). References to events, churches or schools should list the city and state.

Self-supporting institutions are encouraged to channel news through the local conference communication department.

## **PHOTOS/CREDITS**

Feature and news stories should be accompanied by at least one and up to five high quality photographs or illustrations. Include the name of the photographer or submitting entity with each image.

## WRITING PHOTO CAPTIONS

Because photo captions are the most read type element in a publication, standards for accuracy, clarity and completeness are high. As with headlines, captions should be crisp. As with stories, they must be readable and informative. When readers see a photo they want to know:

- Who is that?
- What's going on?
- When and where was this?
- Why is it important?

Simply stated, captions should explain the picture to the reader's satisfaction. They need not—and should not—tell what the picture makes obvious. They should supply interesting and vital information that the picture cannot.

1. Captions should include the names of all pertinent people and their positions, if important in the article. Use full first and last names—no courtesy titles such as Elder or Dr.
2. Names should be given from left to right in most cases.
3. Use complete sentences with closing punctuation.
4. If the caption contains names only (no titles or biographical information) separate names with commas. If identifiers are used and are separated from names by commas, use semicolons to make it clear which descriptor belongs with which name.
5. Always double-check name spelling.

Typically photo captions should be written in historic present tense—freezing a moment in time. If a second sentence follows it is usually in past tense and provides background information relating to the photo. However, any caption recalling history should be past tense. Note: If any caption in an article is past tense, all captions in that article should be past tense.

### Example:

Wrong: Elder Brown and Pastor Smith hold shovels.

Better: Local church elder James Brown (middle) and members of the XYZ Church Building Committee participate in the recent groundbreaking ceremony for a community center scheduled to open next fall.

## HEADLINES

Headlines are used for news articles and require a subject and a verb. Sometimes the headline may be the only part of the article that gets read, so it's worth the time required to craft one that "tells the story." Headlines should be:

- Clear
- Specific
- Precise
- DWI = Dense With Information

### Example:

Wrong: Pathfinder Campout

Better: Des Moines Pathfinders Learn Outdoor Survival Skills

## TITLES

Titles function as teasers for feature stories; be creative.

**Good Examples:** My Day of Wasteful Service  
The Insight that Blinds

## ANNOUNCEMENTS

We accept two general kinds of announcements: Events and Notices. Items for these sections should be brief, giving only basic information. No price information is allowed in this section. No announcements will be published for missing persons, location of alumni, or individuals seeking mates.

## OBITUARIES

Due to space limitation, obituaries must be concise. Include the person's name, date and location of birth and death, church membership and immediate surviving family. Obituaries more than two years old will not be printed.

### Example:

**Lyon, Edwin "Dick" R.**, b. Mar. 15, 1923 in Casper, WY. d. Oct. 14, 2014 in Torrington, WY. Member of Torrington Church. Preceded in death by son Loni; 3 brothers; 1 grandson. Survivors include wife Bertha; daughter Lori; son Gary; 3 grandchildren.

Obituary information can be submitted through an online form (easiest way) or to the email address listed in OUTLOOK's obituary section in print. No obituary information will be taken over the phone.

Advertisements in OUTLOOK magazine are intended to offer an avenue for direct communication between members of the Mid-America Union and its supporting entities.

Advertisements will not be accepted if they conflict with the principles of the Seventh-day Adventist Church or MAUC policies. The appearance of an advertisement does not imply or constitute endorsement of the product, service, advertiser or claims made for the product or service. It is the responsibility of the advertiser to comply with all laws and regulations applicable to the marketing or sale of products or services advertised. Editors assume no responsibility for claims of advertisers.

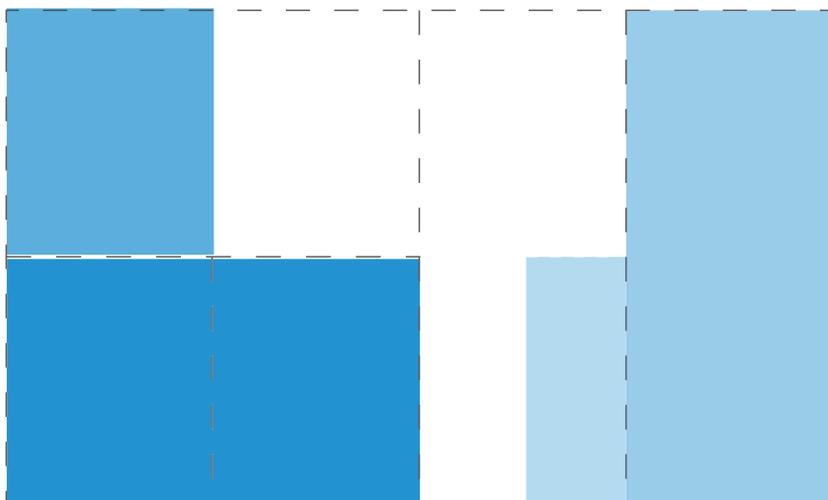
We reserve the right to reject any advertising that does not conform to the policies below.

### **SPECIAL REQUIREMENTS**

1. All requests must be submitted in writing.
2. The name and contact information of the official representative must be included with the original submission.
3. First-time advertisers must submit a letter of recommendation from their local pastor, elder or conference official.
4. The company/individual must be in good financial standing with the Mid-America Union (no outstanding invoices).

### **UNACCEPTABLE ADVERTISING**

- conveys ethnic, religious, gender or age bias or prejudice
- originates from persons or entities that have suits against the Seventh-day Adventist Church or any of its entities
- resembles editorial material in content and format
- promotes products in direct competition to the Adventist Book Center
- disparages a competitor's product or service
- offers credit, debit or charge cards, or similar financial instruments including insurance policies



## PROCEDURES

### Digital Advertising

All classified ads appearing in the print edition automatically appear in OUTLOOK Online. Banner advertising can be purchased by the month at [outlookmag.org/advertise](http://outlookmag.org/advertise).

### Display Advertising

Advertising orders are accepted subject to the terms of the current media kit, available at [outlookmag.org/advertise](http://outlookmag.org/advertise). Final artwork must be submitted by the published deadline unless otherwise specified by OUTLOOK's advertising manager. All cancellations must be received prior to the deadline. Positioning is at the discretion of the editorial staff and cannot be guaranteed unless stated in the advertising agreement.

### Classified Advertising

Monthly rates are based on the number of words. Phone numbers and email addresses count as one word. Typewritten ad copy must be submitted by the deadline for the issue in which it is to appear. No text copy will be taken over the phone.

*See more details and current rates at [outlookmag.org/advertise](http://outlookmag.org/advertise).*

OUTLOOK subscribers fall into four categories:

1. Members—family units with membership in Mid-America Union Conference churches\*
2. Schools—each academy and college chaplain's office within the union, and college/university libraries in the NAD
3. Complimentary—Adventist organizations in and outside the Mid-America Union and selected individuals
4. Paid Subscribers—individuals not holding MAUC membership who pay an annual subscription fee

*\*Every family unit with membership in a Seventh-day Adventist Church within Mid-America Union territory is eligible to receive OUTLOOK magazine at no personal cost (member subscriptions are funded by the local conferences).*

Additional print copies are available in limited numbers on request. Email [info@maucsda.org](mailto:info@maucsda.org).

Mailing address changes should be made through local church clerks (best option) or by contacting local conference offices.

For those who enjoy reading magazines online, flip-through PDFs of OUTLOOK are available free every month at [outlookmag.org](http://outlookmag.org).

October 2015



The official membership lists of the conferences in the Mid-America Union are maintained on eAdventist.net. Each conference owns its own membership data, to be used in accordance with the guidelines established by eAdventist.net for confidentiality and security. OUTLOOK draws its member mailing list from this source per authorization of each conference.

Unless otherwise requested by the individual, all family units on the membership records are on OUTLOOK's mailing list. The eAdventist.net website makes provision for the selection of promo mail, union paper, and/or *Adventist World*. Those who move outside the union remain on the list until a membership transfer is completed.

The responsibility of adding, deleting and updating names and addresses of the church membership rests with the local church and/or conference. Some conferences in the Mid-America Union have authorized OUTLOOK staff to assist with this function. Members are encouraged to process their address change requests through the local church clerk when possible. If members have not moved, but suddenly stop receiving their OUTLOOKs the problem can usually be resolved by checking with their church clerk first and then their local Post Office.

Conference membership records are carefully guarded. However, certain uses are allowed per policy. Church entities (e.g. Voice of Prophecy, ADRA, Christian Record Services for the Blind) are generally allowed use, subject to the conference treasurers' approval of each request.

- Lists are not available for commercial or personal purposes.
- Authorization for use is limited to the single mailing requested.
- The list is not to be transferred to another party or copied in any way.
- A small charge per label is made for each use.

## SEVENTH-DAY ADVENTIST CHURCH IDENTITY

The Seventh-day Adventist Church, its entities, institutions and churches may use the registered trademark and logo. The General Conference reserves the legal right to protect the integrity of the church against misuse or unauthorized use of the registered trademark or logo.



SEVENTH-DAY  
ADVENTIST<sup>®</sup>  
CHURCH

### DO

- Give adequate space around the logo
- Use light and neutral backgrounds
- Reference the *Global Identity Standards Manual* if you have additional questions.  
Download manual and logo files at [www.adventist.org/information/identity/logo](http://www.adventist.org/information/identity/logo)

## ACCEPTABLE LOGO VARIATIONS

In cases where it becomes necessary to deviate from the preferred color combination, the following variations are acceptable:



**Symbol:** GC Green  
**Logotype:** GC Gray



**Symbol:** GC Green  
**Logotype:** solid black



**Symbol:** GC Green  
**Logotype:** GC Green



**Symbol and Logotype:**  
GC Gold



**Symbol and Logotype:**  
GC Gray



**Symbol and Logotype:**  
solid black

## PANTONE AND CYMK COLORS

**GC Gold:** PMS #1245 | 0% cyan 27% magenta 100% yellow 18% black

**GC Green (coated):** PMS #5477 | 60% cyan 0% magenta 30% yellow 72% black

**GC Green (uncoated):** PMS #5535 | 87% cyan 0% magenta 72% yellow 79% black

**GC Gray:** PMS #402 | 0% cyan 6% magenta 15% yellow 34% black

## DO NOT

- Add graphic elements to the symbol of logotype within the minimum area of isolation
- Use on a background pattern that may obscure legibility
- Substitute any other typeface or style for the official logo
- Substitute the full name with initials or any other name

**Accept** means “to receive willingly.”

**Except** means to exclude: He accepted congratulations. They congratulated everyone except me.

**Accidentally**, not *accidently*.

**Adverse** means “harmful.”

**Averse** means “unwilling”: He is averse to the program, fearing it will have an adverse effect on the churches.

**Affect** is usually a verb, meaning “to influence.” **Effect** as a verb means “to cause”: The scandal will affect the election. He will effect many changes. Note: As a noun, effect means “a result”: The effect will be devastating.

**Afterward**, not *afterwards*.

**Agree** *to* a proposal; agree *with* a person.

**Allusion/Illusion/Delusion**:

Allusion is an indirect reference: The remark was an allusion to his family history. Illusion is a false perception: The mirage gave the illusion of a lake in the desert. Delusion is a false belief: “He will send them a strong delusion that they should believe a lie.”

**Altar** is a religious structure.

**Alter** is a change: He knelt at the altar. He altered his plans to be home for Christmas.

**Any more** is an adjective.

**Anymore** is an adverb: We don’t have any more work. Sally doesn’t live here anymore. Any one of us could do it, but I didn’t see anyone I knew.

**Backward**, not *backwards*.

**Beside** tells location. **Besides** means “in addition.”

Use **between** for two items, **among** for three or more: There is good communication between the two churches. The expenses will be shared among the churches in the area.

**Biannual** means twice a year.

**Biennial** means every other year. It is better to find other terms for these words, since they are often confused

**Bimonthly**: Meaning is ambiguous; best not to use.

**Black** is not capitalized when referring to the Negro race (Negro is capitalized) unless it is part of the name of an organization. (African-American may be used if the group or person prefers it.) **White** is likewise lowercase, but Caucasian is capitalized.

**Comprise/Compose**: The whole is composed of its part, not comprised of its parts. The whole comprises the parts. The alliance comprises 35 countries. The alliance is composed of 35 countries.

**Councilor/Counselor**: A councilor is a member of a council. A counselor is one who gives advice.

**Earth** (planet), earth (soil).

**Ensure** is to make sure of something. **Insure** is to take out an insurance policy.

**Everyone** was there. **Every one** of the seats was taken. (Note singular verb “was” is used with singular subject “one”).

**Except**: see “Accept”

**Farther** denotes distance.

**Further** denotes additional or continued. (Farther is used in relation to physical distance; it means “at or to a greater distance” whereas “further” means “to a greater degree”)

**Faze/Phase:** Faze means “to disconcert”: The pastor was not fazed by the negative members. Phase indicates stage or aspect: The last phase of a three-year project ended.

**Flair** denotes talent or sense of style.

**Flare** is a bright light or a sudden emotional outburst.

**Flaunt** means “to display boldly.”

**Flout** means to mock, scorn, or ignore.

**Forbear** means to refrain from doing something. A **forebear** is an ancestor.

**Forego** is to go before. **Forgo** is to do without.

**Foreword** is the preface of a book.

**Forward** (not *forwards*) denotes a direction.

**Further:** see “Farther.”

**God**, but *godly*.

**Healthcare** (noun). Healthcare institution (adjective). One word with no hyphenation.

**Illusion:** see “Allusion.”

**Insure:** see “Ensure.”

An **interpreter** renders a speaker’s words in another language. A

**translator** renders written material into another language, in writing.

**Invisible**, not *invisible*.

**Irregardless** is not a word. Use *regardless*.

**Life cycle, life force, lifesaving, life sentence, lifestyle, lifework.**

**Lot** can be either singular or plural: A lot of people were there (plural). A lot of food was left over (singular). Never *alot*.

**Magazine and book names:** italicize.

**Median** refers to the average age of a group or the center strip of a highway.

**Medium** is one kind of communication, such as television, radio, or newspapers. **Media** is the plural form of medium.

**NonAdventist** (no hyphen). Should be avoided as a somewhat insensitive word. Try to rephrase: Eighteen attending were not Seventh-day Adventists.

**Number** can be either singular or plural: The number of people was growing. A number of people complained.

Use **O** when no punctuation is used; **oh** when followed by punctuation: O what a day that will be! (generally found only in poetry quotations) Oh, what a day this has been!

**Pastoral**, not *pastorial*.

**Podium:** see “Rostrum.”

**Presently** means soon; at present means now.

A **prophecy** is a prediction (noun); to **prophesy** is to make a prediction (verb).

**Pulpit:** see “Rostrum.”

**Rack** may refer to a framework of some kind, or racked with pain, but **wrack** and **ruin**.



**FACEBOOK**

*facebookbrand.com*

- Never abbreviate, pluralize or use as a verb (not Facebooking or Facebooked)—instead, use wording such as “posted to Facebook.”
- likes—lowercase, not set in quotes
- News Feed
- to friend someone—lowercase, not set in quotes

**INSTAGRAM**

*instagram-brand.com*

- Instagrammed, Instagramming
- As (quirky) verb form: “to ‘gram” for short
- Capitalize filter names: Amaro, Earlybird, Lo-Fi, etc.

**PINTEREST**

*business.pinterest.com/en/brand-guidelines#brand-basics*

- pin, pinned, pinning
- Pinterest board

**SNAPCHAT**

- Snap (n.)—capitalize “S”
- taking, saving, sending and receiving Snaps

**TUMBLR**

- Individual Tumblr blog names capitalized (e.g., Hot Dog Legs, Reasons My Son Is Crying)

**TWITTER**

*about.twitter.com/press/brand-assets*

- tweeted (never “tweeted out”), tweeting, tweet (as verb and noun), Twitter user (preferred to “tweeter”), Twitterstorm (preferred to tweetstorm), live-tweet
- hashtag
- For clarity, cap separate words in a hashtag name—e.g., #ThrowbackThursday—in running copy.
- Treat Twitter handles like proper names: Retain same capitalization as actual handle, add just an apostrophe for the possessive of handle names ending in “s,” etc.
- fav, fav’ed, fav’ing (e.g., “I fav’ed his tweet”)
- “retweet” preferred over “RT” in running copy
- subtweet, subtweeted, subtweeting (but never “subtweeted about,” i.e., “He subtweeted me,” NOT “He subtweeted about me.”) *Definition of subtweet: A post that refers to a particular user without directly mentioning them, typically as a form of furtive mockery or criticism.*

**VINE**

- Vine should be capped in all uses: Vine (n.), Vine-ing (v.), but “post a Vine/use Vine” is preferred

**WHATSAPP**

- Use “send a WhatsApp message” rather than “send a WhatsApp”

## OUTLOOK IN-HOUSE STYLE GUIDE

References in parentheses are *Associated Press*, *Christian Writers Manual of Style* or *Yahoo! Style Guide*.

**O** indicates usage specific to OUTLOOK. For usages not listed here see *Associated Press Stylebook 2014* or latest edition.

**O ABBREVIATIONS** First mention of organizations, agencies and groups should be spelled out. Second reference may use ABC with no parentheses. Note: Adventist Health System never abbreviates.

### **O ACADEMIC ABBREVIATIONS**

When used after a name, an academic abbreviation is set off with commas. Do not use periods or precede a name with a courtesy title for an academic degree and follow it with the abbreviation for the degree in the same reference.

**Correct:** Pam Jones, PhD, will be

**Incorrect:** Dr. Pam Jones, Ph.D., will be

### **ACADEMIC DEGREES (AP)**

bachelor's degree; master's degree; associate degree; Bachelor of Science; Master of Arts; Doctor of Ministry

### **APOSTROPHE (AP)**

Used only in contractions and to denote possessives, not to separate abbreviations from their plural form.

**Correct:** It's nice to see God's work in her life.

**Incorrect:** Five DVD's, 10 CD's, three SDA's

**O AUTHOR BIO** Complete sentence at end of article telling who the person is or what s/he does (position, church membership, etc.)

**O BAPTISTRY** Use these spellings: baptistry; baptize

### **BIBLE CITATIONS (CWMS)**

Abbreviate books of the Bible following the "General Style."

Gen.	Est.	Mic.	Phil.
Ex.	Job	Nah.	Col.
Lev.	Ps.	Hab.	1 Thess.
Num.	Prov.	Zeph.	2 Thess.
Deut.	Eccl.	Hag.	1 Tim.
Josh.	Song	Zech.	2 Tim.
Judg.	Isa.	Mal.	Titus
Ruth	Jer.	Matt.	Philem.
1 Sam.	Lam.	Mark	Heb.
2 Sam.	Ezek.	Luke	James
1 Kings	Dan.	John	1 Peter
2 Kings	Hos.	Acts	2 Peter
1 Chron.	Joel	Rom.	1 John
2 Chron.	Amos	1 Cor.	2 John
Ezra	Obad.	2 Cor.	3 John
Neh.	Jonah	Gal.	Jude
		Eph.	Rev.

**O BOLDING** In first reference, names of people currently living on Earth (in news and Adventist Health sections)

**O BYLINES** Not currently using

**O CAMP MEETING** Two words, both lowercase: camp meeting

**O CHRISTIAN RECORD SERVICES FOR THE BLIND** subsequent references may be Christian Record or CRSB (not CRS).

**O CHURCH** Seventh-day Adventist Church; or the Adventist Church (global body)

**Ex:** The congregation knew the church needed repairs. (generic)

**Ex:** The Centerville Church, located in the Dakota Conference (specific)  
When two or more churches are referenced, lower case churches.

**Correct:** The Hinkley and Hutchinson churches

**O CITATIONS** Italicize book or article title being referenced and enclose in parenthesis.

**Correct:** "Prayer brings Jesus to our side" (*Christ's Object Lessons*, 250).

**COMMA** (*AP*) When using commas in a list, do not insert a comma between the next to last element and the word “and”—unless by eliminating the comma the phrase becomes confusing.

**Correct:** The red, white and blue

**Incorrect:** The red, white, and blue

**Correct:** The main points to consider are whether the athletes are skillful enough to compete, whether they have the stamina, and whether they have the proper mental attitude.

### **0 COMMUNICATION DIRECTOR**

Michelle Hansen is communication (no s) director for the Iowa-Missouri Conference. (for author bios)

**0 COMPOSITION TITLES** Italicize titles of songs, TV shows, speeches, books, magazines, etc. Capitalize articles (a, an, the, etc.) or words of fewer than four letters **ONLY** if they are the first or last word in a title. For other composition titles, see *AP*.

**0 CONFERENCES** Capitalize when used as a direct part of a proper noun. Otherwise, do not capitalize.

**Correct:** The Kansas-Nebraska Conference reached a consensus. The Kansas-Nebraska and Iowa-Missouri conferences reached an agreement.

**Correct:** The conference reached a consensus.

**DATES** (*AP*) Abbreviate only Jan., Feb., Aug., Sept., Oct., Nov. and Dec. Spell out when using alone, or with a year alone. Set off years with commas when used with a specific date.

**Correct:** January 2006 will be a good month. Jan. 3 is usually cold. He was born Jan. 5, 1980, at midnight.

**Correct for decades:** Those were the roaring '20s.

### **0 DEPARTMENTAL NAMES**

Capitalize proper names.

**Correct:** Office of Education, Women’s Ministries Department, Youth Ministries, Treasury

**0 EMAIL** No hyphen.

**Correct:** email; email address

**0 GOD** Capitalize pronouns for God (He, Him, His) unless within a quotation that doesn’t.

**Correct:** We believe He lives.

**0 GOSPEL** Lowercase unless beginning a sentence or part of a proper noun.

**Correct:** She wanted to share the gospel with others. The Gospel of Luke says that...

**HEADLINES/TITLES** (*AP*) Capitalize words of four or more letters. Use present tense.

**0 HEALTHCARE** One word: healthcare

**INGATHERING** always capitalize.

**INTERNET** (*AP*) Capitalize. In later references, Net is acceptable. The World Wide Web is a subset of the Internet. Do not use the terms interchangeably (see World Wide Web).

**KINGDOM** (*CWMS*) Lower case when referring to the spiritual kingdom.

**Correct:** the kingdom of God

**Also Correct:** heaven

**0 MAGABOOK** Capitalize: Magabook

**0 MINISTRIES** Capitalize if referring to the department, as opposed to general use.

**Correct:** The Youth Ministries Department is hosting...

**Correct:** Jessica works with youth ministries.

**0 NAME REFERENCES** In conference news stories, use an adult individual's full name upon first reference and last name alone on additional references. For children, use full name upon first reference and first name alone on additional references. A person of at least 18 years is considered an adult. (Editor may choose not to print names of minors for security reasons.)

**0 NEWS WRITING** In news content, the main facts of the story should appear in the first paragraph. Third person is preferred, except for quotations. Use bold face type the first time anyone's name is mentioned. Use last name only for subsequent references.

**0 NEWSPAPER TITLES** Italicize

**NUMERALS** (*AP*) Spell out numerals from one to nine and any numeral (except a year) that begins a sentence. Similarly, spell first through ninth, then use 10th, 11th, etc. Use figures from 10 to 999,999, then combine figures and spelled numerals: 1 million, 22 billion, etc.

**Correct:** He was first in line. She was 11th in line.

**Correct:** a 5-year-old girl; a 40-foot fence; a second-grader

**0 OBITUARIES** arrange alphabetically by last name; use Arabic numerals (1, 10, etc.); stepson, step-grandson, etc.

**0 PATHFINDER, PATHFINDERS:** Always capitalize.

**0 PERCENT** Spell out percent unless it is in a table; then use % sign.

**0 PHOTO CAPTIONS** Historic present tense. Identify people left to right (l-r) unless (r-l) is clearly better. Describe action in one or two complete sentences with end punctuation (see p. 12 for examples).

**0 PHOTO CREDITS** First and last name of photographer. If unknown, "Courtesy Minnesota Conference" (person or organization). Multiple photos per page: "Photos: Bruce Forbes" No end punctuation. Vertical positioning.

**0 RADIO STATIONS** List call letters; insert one space, then list call numbers.

**Correct:** WUSG 88.7

**0 SABBATH SCHOOL** (NAD) Sabbath school; lower case names of divisions.

**Correct:** She attends the primary class at Sabbath school.

**0 SCRIPTURE** Capitalize when used in reference to the Bible as a whole. Do not capitalize when using the word as a substitute for a specific text. Lower case the word biblical.

**Correct:** In Scripture we read

**Correct:** They studied one scripture verse

**0 SECOND COMING** (*CWMS*) second coming

**0 SEVENTH-DAY ADVENTIST** (GC)

Use in its entirety (Seventh-day Adventist) or on second reference as Adventist (never SDA). We assume all churches in conference news sections are Adventist.

**SOCIAL MEDIA** (AP) Facebook, Twitter, tweet, tweeting (see p. 23)

**0 SPIRIT** Capitalize when used in reference to the Holy Spirit or Spirit of God.

**STATES** (AP) In body text, spell state names completely (no comma needed after state)

**Correct:** In Philadelphia, Pennsylvania there was a

**Incorrect:** In Philadelphia, PA, he was a member; In Philadelphia, Penn., he was a member

—Two letter abbreviations (MD) may be used in text to clarify location: The Kansas City (MO) Church organized

—Outside body text (for classifieds, obituaries, photo captions, author bios), use postal code state abbreviations to save space.

**0 TELEPHONE NUMBERS**

Telephone numbers are divided into segments using periods.

**Correct:** 123.456.7890

**Incorrect:** (123) 456-7890

**TITLES REFERRING TO**

**POSITION** (AP) Capitalize only when preceding a name (preferred format is to follow the name).

**Correct:** Terry Bock, administrative pastor of the College View Church; President Vinita Sauder from Union College

**Incorrect:** The Pastor said he believed that; Vinita Sauder, President of Union College

**0 TIME** Use am and pm without periods rather than “in the morning” or “in the evening.” Use figures except for noon and midnight. Use a colon to separate hours from minutes when necessary.

**Correct:** 11 am or 3:30 pm

**Also Correct:** the 11 o’clock service

**TRADEMARKS** (Yahoo!) In news reporting and non-commercial contexts it’s OK to use trademarked words without obtaining permission or using the symbols. Respect a trademarked word’s capitalization and punctuation and only use a trademarked word if a generic term won’t convey the necessary meaning.

**0 VACATION BIBLE SCHOOL** Three words, each capitalized. If referenced more than once, use VBS.

**0 WORD OF GOD** Capitalize Word when referring to the Bible.

**Correct:** He reads the Word of God daily.

**Correct:** The word of the Lord came to the prophet.

**WORLD WIDE WEB** (AP) Shortened form (Web) is acceptable. Do not underline or italicize email or web addresses. When printing a website address or email address, end the sentence with a period.

**Correct:** More information can be found at [www.sda.org](http://www.sda.org).

**Correct:** the Web; Web page; Web feed; website; webcam; webmaster

## SOCIAL MEDIA POLICY AND TIPS

Encourage productive interactions with managed schedules

### SOCIAL MEDIA POLICY

1. Favor quality over quantity.
2. Post more original images to maintain a fresh feeling.
3. Appeal to a younger audience by being authentic, transparent and relevant.
4. Offer a reasonable level of support and comfort to those who may be struggling.
5. Encourage positive engagement with all readers/viewers with the end purpose being to promote spiritual, emotional and social growth.
6. Refrain from needlessly offending our audience.
7. Preserve a balance between purposefully presenting challenges/questions and maintaining a manageable schedule for responding to comments.

### SOCIAL MEDIA TIPS

*Always use a photo when possible*

- 87 percent of shared posts on Facebook have a photo

*Don't spread yourself too thin*

- Choose 1-3 social platforms to use for your ministry
- Don't leave a site inactive; dedicate at least 30 minutes per day

*Use scheduling tools*

- **Hootsuite** - [hootsuite.com](https://hootsuite.com)
- **Buffer** - [buffer.com](https://buffer.com)

*Topic examples*

- **Inspirational:** testimonies, quotes, sermon audio/video
- **Informational:** service times, upcoming events, news
- **Relational:** Q&A, prayer requests, live chat, behind the scenes

*Helpful resources*

- **Social Media: Creating an Interactive Communication Plan:** by Jason Caston. PDF or paperback. Also available as part of a four-book set that includes *Crises Boot Camp*, *Media Outreach* and *Mobile Ministry*. Available at [adventsource.org](https://adventsource.org).

## STYLING ONLINE CONTENT

Techniques for a better reading experience

### STYLING LISTS

If items in a list form a complete sentence, capitalize the first word of every list item and use ending punctuation after each item. If all the list items are sentence fragments don't use any ending punctuation even if the items complete a fragment that introduces the list (the colon preceding the list is the punctuation).

The first word of each item can be either upper or lower case, whichever looks best. Note: If some items in your list are sentences and some are fragments, you have a nonparallel list and need to revise the wording. Consistency is the goal.

#### **Correct:**

Guests can reach the hotel from the airport using any of the following:

- the hotel shuttle
- a taxi
- an airport shuttle
- a public bus

### STYLING LINKS

- Use sentence case.
- Add a period only if the link is a complete sentence.
- Don't link ending punctuation such as periods or questions marks.
- Check that all links work.
- Avoid underlining.

### PHOTO CREDITS

If using an image other than from iStock, identify the source/photographer. Italicize photo credits.

### **The Digital Millennium Copyright Act**

[www.copyright.gov/legislation/dmca.pdf](http://www.copyright.gov/legislation/dmca.pdf)

## COMMUNICATION DURING MAJOR EVENTS

Especially relevant for constituency meetings

### Before:

- 9-12 months: Help organization plan communication strategy, including social media, video and print reports.
- A few weeks: Collect as much material as possible and begin pre-writing articles.
- A few days: Alert internal and external media and pitch coverage angles, if appropriate.

### Day Of:

- Handle public media.
- Anticipate/prevent (if possible) crisis issues.
- Provide event appropriate coverage, which may include livestreaming, tweeting and retweeting (with designated hashtag), Facebook updates/photos, etc.

### Late in Day or Day After:

- Post short news story and photos on website.
- Link to story from social sites.
- Email the link to OUTLOOK and NAD Communication Department.
- If applicable, share press release with local media.

### Week After:

- Post and send to interested parties an in-depth news story with photos, quotes, highlights and stats. If applicable, include a statement from your administrator(s) thanking constituents and outlining a vision for the future.
- Archive copies of materials created, budgets, contractors, vendors, etc. for future use.
- Evaluate your communication strategy.
- Solicit and analyze feedback.

## NEWSLETTER STORY IDEAS

### 7 GREAT STORY IDEAS\*

1. Focus on a theme (prayer, education, summer camp, health)
2. Profile a person (teacher, Pathfinder, newly baptized member)
3. Spotlight a ministry (community service center, Children's Ministries, campground)
4. Report on trends or the plans of your organization
5. Ask a question of the month and run answers you receive
6. Make a photo collage—easy way to recap camp meetings, retreats, graduation
7. Anticipate events and arrange for good coverage (ask for basic 5 W's plus at least two quotes and contact information)

*\*Adapted from Columbia Union Conference Communication Advisory, 2014*

### Find the best Enewsletter Service for you

Comparison Chart by *PC Magazine*: [bit.ly/pcmagchart](http://bit.ly/pcmagchart)

(myOUTLOOK uses MailChimp)



## RYAN'S TEN COMMANDMENTS FOR GETTING GOOD IMAGES FOR YOUR STORIES

You've heard the old adage, "A picture is worth a thousand words." That is never more true than in printed or web publications. A well written story is nice, but the photo grabs a reader's attention and makes them stop and take a look. "But I don't know how to use the fancy DSLR cameras," I can hear you wailing. Here's the good news: just about any modern camera can take pretty good pictures in the right hands. So with that in mind, here are my ten commandments for taking great (or at least good) images for publication taken from my own experience as a magazine editor, website editor and photographer. —Ryan Teller

### 1. Thou shalt compose thy shots using the rule of thirds.

Imagine drawing a tic-tac-toe board over your shot. Now make sure your subject is lined up where the lines intersect. Why? The mind is a funny thing and without going into a bunch of psychology, your viewers like your photos better. Trust me.

### 2. Thou shalt orient thyself to most effectively use available light.

As a photographer, imagine yourself an artist and the light as your brush. Take control of your art. Don't be afraid to move your subject, yourself or your light source so that your subject is bright enough, and to avoid weird shadows.

Note: Fluorescent lights are generally the enemy of good photography because of their unnatural color and straight down light that creates unnatural shadows on your subject's face. If you're inside, try to use the light from a window (behind you) or another light fixture (such as a lamp)

to help fill in the shadows. Sunlight generally creates the most natural and pleasing photos. However, direct noonday sunlight can also be your enemy, because it will make your subject squint and create extremely harsh shadows on the face. Sunlight filtered by clouds is generally the best, or find a spot in the shade if possible.

### 3. Thou shalt use light, color and focus to highlight your subject.

The best photographs use a variety of elements to draw the attention of the viewer to the most important part of the image (hint: the eyes). Here are three you can use with any camera.

Light: The human eye is naturally drawn to the bright spots in a photograph, so try to make your subject brighter than the rest of the scene if possible.

Color: The human eye is also drawn to bright colors. So adjust your background or lighting to make sure the background colors do not

detract from your subject. Focus: Your viewer's eye will also be naturally drawn to areas of your photo that are in sharp focus. You can use this to your advantage by moving your subject away from the background. For example, when taking a photo of someone in front of a bunch of plants or trees, move your subject 15-20 feet in front of the trees instead of one or two feet. That way, even if your camera is automatic, your subject will be sharp and the background is likely to be a little blurry.

### 4. Thou shalt not take photos of posed groups of people (if at all possible).

Groups shots are typically pretty boring (unless they are doing something very unusual), primarily because there is no central focus for the eye (see Commandment 3). Plus they don't really tell a story. So instead of taking a dull group shot, take a closeup. Closeups allow the reader to feel the emotions and actions of the subject and generally tell a better story.

### 5. Thou shalt take photos of people in action.

The primary purpose of including a photo with a story is to get the attention of the reader and help them experience the story on a different level. A group shot of the participants in a story does neither. What is your story about? Take close up pictures (see Commandment 4) of people doing whatever it is you're writing about.

### 6. Thou shalt get as close as possible to your subject.

I feel I may be belaboring this point, but close up photos are almost always more interesting than wide photos. Don't be afraid to walk up close and get some shots. If you're embarrassed, remember that if you act like you know what you are doing, people will assume you do. If you're worried about your subjects getting upset, most people don't mind. If they do, trust me, they'll usually get over it when they see your great photos.

### 7. Thou shalt look for unusual angles and perspectives.

Did I mention close ups? Also look for something different that will catch your viewers' eye. What about shooting from ground level? Or straight overhead? What about from the perspective of the speaker? Use your imagination, and you'll be amazed at the results.

### 8. Thou shalt take as many photos as possible.

Even professional photographers take thousands of images in a single shoot. While you may be an expert at getting the composition, focus and exposure right, you can't predict the facial expressions and actions of your subjects. Always shoot twice as many images as you think you need. If you have a crazy idea for a shot, take it. And take plenty of candid shots when people are relaxed and not "posing" for the camera. These often turn out to be the most real and interesting images.

### 9. Thou shalt not submit photos to an editor without picking a few of the best and using photo software to make them better.

Please don't send all thousand of your event photos to an editor for publication. But do send a nice variety of different shots—closeup, action, portrait, overview (wide shot), etc. Usually five options will do. Make sure to send captions that identify who's in the photo, where it took place and what is happening. A host of free editing software is available for enhancing your photos. So after you pick the shining gems out of your pile of photos, use a photo editor to enhance the color, fix exposure problems or just straighten out a slightly crooked angle.

### 10. Thou shalt legally use others' images to illustrate your story if no others are available.

If you simply can't get a good picture, use someone else's photo. Many websites list millions of photos available for use under Creative Commons license. Flickr.com is a great place to find photos and you can adjust the search criteria for appropriate license (commercial, noncommercial, editable, etc.). Be sure to credit the photographer and link back to the source. You can learn more about Creative Commons licensing at [creativecommons.org](http://creativecommons.org)

### Bonus Commandment: Thou shalt read voraciously and practice relentlessly to improve your skill.

There is no excuse. The Internet is full of resources to help you take better pictures. Here are a few to get you started:

- A wide array of tutorials and tips from Ken Rockwell [www.kenrockwell.com/tech.htm](http://www.kenrockwell.com/tech.htm)
- Artistic tips aimed at smartphone users [www.iphonephotographyschool.com/quicktips](http://www.iphonephotographyschool.com/quicktips)
- Alphabet based tips for better photography from Popular Photography [www.popphoto.com/how-to/2014/12/photography-26tipsbetterphotos](http://www.popphoto.com/how-to/2014/12/photography-26tipsbetterphotos)

## COMMUNICATION AND PR

Tips for working with religion editors

### HOW TO GET THE ATTENTION OF RELIGION EDITORS

Working with a religion editor is usually your best hope of getting secular coverage for your event. Religion editors are interested in:

1. trends in spirituality
2. human interest stories (of people who happen to be Adventists)
3. national stories that have a local angle
4. diversity in churches
5. recent church stats that are significant
6. profiles of religious people struggling to cope with addictions
7. how Adventism fits with—or is different from—other Christian denominations

### TIPS FOR WORKING WITH SECULAR MEDIA OUTLETS\*

1. Consider your story: Does it have a newsworthy focus? (health, education, community service, awards, etc.).
2. Choose the right outlet(s): Each kind has a different style and type of story they cover (newspaper, radio, TV, Internet, social media).
3. Outline your selling points: Impact (largest, first, most money); Unusual (oddness makes news); Proximity (local connection).
4. Select “experts” you can interview and quote (make sure they are prepared to give a statement if called by the media).
5. Send a “media advisory” (brief announcement to arouse curiosity) to selected contacts, followed by a full news release that could be a stand-alone story. Put this in the body of your email, not as an attachment.
6. Follow up with a phone call that conveys excitement, respect and realism. Weekends are the best time for getting media coverage of religious events.
7. Always say thank you. After you’ve persisted and finally gotten coverage of an event, send the person you worked with a nice note thanking them and saying you hope to be able to help with more stories in the future.

\* Condensed from Media Outreach: How to Get Your Stories in the Media by George Johnson, Jr.

## VIDEO TIPS

—Steven Foster

### IN THE FIELD

General guidelines to get you through a video project:

- Steady movement of the camera enhances video quality. This can be achieved by using a stabilizer or track.
- Better to under expose and under mic (aim for -12 dB). It's much easier to bring up the exposure and sound than it is to recover over exposure and ruined audio.
- Don't use on-board mics. Use a recorder or have a line into the camera. This will provide higher quality.
- Always have spare batteries when you are videoing.
- If possible, have an interviewer and a camera operator. Don't try to do both unless you have to.
- Lighting: do research; be prepared for the environment.
- Come 30 minutes prior to your video/interview start time to provide ample set up time. Allow 10 minutes for take down.
- Make sure the color looks right; eyeball it. Use automatic settings if you are uncomfortable with the camera.
- Don't ever say, "I'll fix the video in post-production." On average it will take you five times longer to fix in post-production vs. fixing the problem while filming.
- Google tutorials: Look up online what people recommend for your camera and setup. There are lots of great resources on YouTube and Adobe tutorials.
- Always get your own footage when possible vs. using stock.
- When using mobile phone: set it down and compose the shot as best you can. Avoid hand-holding during the video.
- Use a DSLR and get a \$500 kit. That's all you need to make great videos!

### FREE AND LOW-BUDGET RESOURCES

You don't need a huge budget to produce a great product:

- [Soundcloud.com/groups/legal-free-music-downloads](https://www.soundcloud.com/groups/legal-free-music-downloads)
- [Freemusicarchive.org](https://freemusicarchive.org) "It's not just free music; it's good music."
- [Audiojungle.net](https://www.audiojungle.net)
- [Musicbed.com](https://www.musicbed.com) (My personal favorite, though it's not free).

## PHOTO AND DESIGN

### Resources and Tutorials

#### PHOTOS AND ILLUSTRATIONS (free\* and stock)

- [freeimages.com](http://freeimages.com): free stock images
- [canva.com](http://canva.com): free graphic design tools and illustrations (photos can be purchased for \$1)
- [foter.com](http://foter.com): free stock images
- [unsplash.com](http://unsplash.com): great modern photography submitted by independent artists/photographers (10 new photos every 10 days)

#### TUTORIALS

- [lynda.com](http://lynda.com): Professional trusted video tutorials. Free to try. Plans start at \$25/mo for unlimited access.
- [helpx.adobe.com](http://helpx.adobe.com): Great tutorials created by Adobe for Adobe products such as InDesign, Photoshop, Illustrator.
- [youtube.com](http://youtube.com): Just search what you need help with. Tons of tutorials to choose from.
- [digitalartsonline.co.uk](http://digitalartsonline.co.uk): Challenge yourself to learn design software better by following one of their many great tutorials or check out portfolios to get ideas.
- [digitaltutors.com](http://digitaltutors.com): Great tutorials for all Adobe software.

#### DESIGN INSPIRATION AND TOOLS

- [canva.com](http://canva.com): Free online graphic design tool that enables anyone to be a designer. Create inspiring quotes and graphics, size images correctly for different social media profiles and use for print. Also, check out tutorials: [designschool.canva.com/tutorials](http://designschool.canva.com/tutorials).
- [behance.net](http://behance.net): Free graphic design portfolio site. Create a portfolio and share projects or just browse other's work and follow them for inspiration.
- [dribbble.com](http://dribbble.com): Design portfolio and inspiration site.
- [pinterest.com](http://pinterest.com): A visual discovery tool that you can use to find ideas and inspiration for all your projects.

*\*Be sure to check each license before use. Most free images will require attribution.*

## FACEBOOK

**851x315**  
COVER

For best results upload  
an RGB JPG less than  
100KB

**180x180**  
PROFILE

Images with a logo or  
text may be best as a  
PNG

## TWITTER

**1500x500**

COVER  
max file size: 10MB  
accepted file types: JPG,  
GIF, or PNG

**400x400**

PROFILE  
max file size: 10MB  
accepted file types:  
JPG, GIF, or PNG

## INSTAGRAM

**110x110**

PROFILE  
square photo: make  
sure to maintain an  
aspect ratio of 1:1

**640x640**  
IN-STREAM PHOTO

**NEWS STORIES**

1 story + 1 small photo:	~750 words per page
1 story + 1 large photo:	~550 words per page
1 story + 2 photos:	~500 words per page
1 story + 3 photos:	~350 words per page
2 stories + 1 photo:	~650 words per page
2 stories + 2 photos:	~550 words per page
2 stories + 3 photos:	~450 words per page

**FEATURE STORIES (per spread)**

1,000 words, one photo, pull out quote

850-900 words if sidebars or multiple photos

**FEATURE STORIES (single page)**

500-600 words + 1 high-quality photo

**NOTES**

- The word count will fluctuate depending on photo caption length, photo quality/size and length of headlines.
- All of the above numbers include the author bio which on average is 10-15 words.
- 1 quarter-page ad = ~250 words
- 1 photo (medium sized) = ~200 words

**PHOTO QUALITY TIP**

Divide photo's pixels by 300 = size in inches

Example: Photo size (1200 pixels) ÷ 300 = 4 inches (width)



# OUTLOOK

PO Box 6128, Lincoln, NE 68506  
402.484.3000 | [outlookmag.org](http://outlookmag.org)